

## For God Country And Coca Cola The Definitive History Of Great American Soft Drink Company That Makes It Mark Pendergrast

A "highly entertaining history [of] global hustling, cola wars and the marketing savvy that carved a niche for Coke in the American social psyche" (Publishers Weekly). *Secret Formula* follows the colorful characters who turned a relic from the patent medicine era into a company worth \$80 billion. Award-winning reporter Frederick Allen's engaging account begins with Asa Candler, a nineteenth-century pharmacist in Atlanta who secured the rights to the original Coca-Cola formula and then struggled to get the cocaine out of the recipe. After many tweaks, he finally succeeded in turning a backroom belly-wash into a thriving enterprise. In 1919, an aggressive banker named Ernest Woodruff leveraged a high-risk buyout of the Candler and installed his son at the helm of the company. Robert Woodruff spent the next six decades guiding Coca-Cola with a single-minded determination that turned the soft drink into a part of the landscape and social fabric of America. Written with unprecedented access to Coca-Cola's archives, as well as the inner circle and private papers of Woodruff, Allen's captivating business biography stands as the definitive account of what it took to build America's most iconic company and one of the world's greatest business success stories.

The dramatic and inspiring true story of a former drug addict called to win the lost and challenge others to do the same... Ever heard of someone hitting rock bottom before they finally have a come-to-Jesus moment? Well, Brian will be the first to admit he couldn't tell you which rock bottom finally did the trick! In this riveting account of his personal testimony, he tells the story of how he went from a life in ruins from the consequences of his addictions to sober, clean, and studying for the ministry, as well as inventor of several medical devices already beginning to change countless lives. The Lord Jesus is a God of restoration. He has the ability to create something from nothing, which is where Brian's life story goes to and comes back from: the very bottom. This book is for if you are or have been bound to drugs and alcohol and can't imagine a way out, or you know someone who has and would be encouraged by this powerful and encouraging story of redemption and radical transformation. "I wrote an intentionally short book because I wanted to make it a quick and easy read for as many people as possible. I know many have not gone as far into drugs and alcohol as I have while I also know many have and are currently stuck in their bondage. It's my prayer this book can be placed in their hands as an encouragement and a lifeline. If God can do it for me, He can do it for you as well!" - Brian Mohika

Major Motion Picture based on *Dark Alliance* and starring Jeremy Renner, "Kill the Messenger," to be released in Fall 2014 In August 1996, Pulitzer Prize-winning journalist Gary Webb stunned the world with a series of articles in the *San Jose Mercury News* reporting the results of his year-long investigation into the roots of the crack cocaine epidemic in America, specifically in Los Angeles. The series, titled "Dark Alliance," revealed that for the better part of a decade, a Bay Area drug ring sold tons of cocaine to Los Angeles street gangs and funneled millions in drug profits to the CIA-backed Nicaraguan Contras. Gary Webb pushed his investigation even further in his book, *Dark Alliance: The CIA, The Contras, and the Crack Cocaine Explosion*. Drawing from then newly declassified documents, undercover DEA audio and videotapes that had never been publicly released, federal court testimony, and interviews, Webb demonstrates how our government knowingly allowed massive amounts of drugs and money to change hands at the expense of our communities. Webb's own stranger-than-fiction experience is also woven into the book. His excoriation by the media—not because of any wrongdoing on his part, but by an insidious process of innuendo and suggestion that in effect blamed Webb for the implications of the story—had been all but predicted. Webb was warned off doing a CIA expose by a former Associated Press journalist who lost his job when, years before, he had stumbled onto the germ of the "Dark Alliance" story. And though Internal investigations by both the CIA and the Justice Department eventually vindicated Webb, he had by then been pushed out of the *Mercury News* and gone to work for the California State Legislature Task Force on Government Oversight. He died in 2004.

New York Times Bestseller "[A] fascinating, engrossing, often dark history of drug use in the Third Reich." — Washington Post The Nazi regime preached an ideology of physical, mental, and moral purity. Yet as Norman Ohler reveals in this gripping new history, the Third Reich was saturated with drugs: cocaine, opiates, and, most of all, methamphetamines, which were consumed by everyone from factory workers to housewives to German soldiers. In fact, troops were encouraged, and in some cases ordered, to take rations of a form of crystal meth—the elevated energy and feelings of invincibility associated with the high even help to account for the breakneck invasion that sealed the fall of France in 1940, as well as other German military victories. Hitler himself became increasingly dependent on injections of a cocktail of drugs—ultimately including Eukodal, a cousin of heroin—administered by his personal doctor. Thoroughly researched and rivetingly readable, *Blitzed* throws light on a history that, until now, has remained in the shadows. "Delightfully nuts." — The New Yorker NORMAN OHLER is an award-winning German novelist, screenwriter, and journalist. He is the author of the novels *Die Quotenmaschine* (the world's first hypertext novel), *Mitte*, and *Stadt des Goldes* (translated into English as *Ponte City*). He was cowriter of the script for Wim Wenders's film *Palermo Shooting*. He lives in Berlin. When an ex-girlfriend vanishes, a documentary-in-progress disappears, and the screenwriter working on it overdoses, Kinky Friedman takes on the case

VERY SHORT LIST chose *A Secret History of Coffee, Coca & Cola* for the #1 Spot on their November 16 Food E-mail A Brain Pickings Favorite Food Book of 2012 and one of their Best Graphic Novels & Graphic Nonfiction of 2012 Featured in Columbia College Today's Bookshelf section "A straight forward and accessible text...Cortés' highly detailed paintings call up concomitant issues and famous faces as well...In dense passages describing political payments between corporate interests and federal narcotics officials, the reproduction—in Cortés' deft watercolors—of memos, official letters, and newspaper articles serves as an indictment of the rule of law with loopholes for the profit minded. This is an excellent introduction to the complexities of 'American interests,' the realities of corrupt rationale invoked in the pursuit of world health, and the need to take a longer view than the immediate to see how substance and substance abuse both share space and operate on different planes. Right and wrong are not black and white but form a gray of varying shades." --Library Journal "If you hate the War on Drugs, Ricardo Cortés should be one of your favorite illustrators." --Vice "Astonishingly addictive and intoxicatingly revelatory, ...Coffee, Coca & Cola offers an impressively open-minded history lesson and an incredible look at the dark underbelly of American Capitalism . . . A stunning, hard cover coffee-table book for concerned adults, this captivating chronicle is a true treasure." --Comics Review (UK) "This fascinating and beautifully illustrated piece of visual journalism . . . is as thoroughly researched and absorbingly narrated as it is charmingly illustrated." --Brain Pickings "Any food and culinary history holding will find this a lively survey!" --The Midwest Book Review *A Secret History of Coffee, Coca & Cola* is an illustrated book disclosing new research in the coca leaf trade conducted by The Coca-

Cola Company. 2011 marked the 125th anniversary of its iconic beverage, and the fiftieth anniversary of the international drug control treaty that allows Coca-Cola exclusive access to the coca plant. Most people are familiar with tales of cocaine being an early ingredient of "Coke" tonic; it's an era the company makes every effort to bury. Yet coca leaf, the source of cocaine which has been banned in the U.S. since 1914, has been part of Coca-Cola's secret formula for over one hundred years. This is a history that spans from cocaine factories in Peru, to secret experiments at the University of Hawaii, to the personal files of U.S. Bureau of Narcotics Commissioner Harry Anslinger (infamous for his "Reefer Madness" campaign against marijuana, lesser known as a long-time collaborator of The Coca-Cola Company). A Secret History of Coffee, Coca & Cola tells how one of the biggest companies in the world bypasses an international ban on coca. The book also explores histories of three of the most consumed substances on earth, revealing connections between seemingly disparate icons of modern culture: caffeine, cocaine, and Coca-Cola. Coca-Cola is the most popular soft drink on earth, and soft drinks are the number one food consumed in the American diet. Caffeine is the most widely used psychoactive substance. Cocaine . . . well, people seem to like reading about cocaine. An illustrated chronicle that will appeal to fans of food and drink histories (e.g., Mark Kurlansky's *Salt and Cod*; Mark Pendergrast's *For God, Country & Coca-Cola*), graphic novel enthusiasts, and people interested in drug prohibition and international narcopolitics, the book follows in the footsteps of successful pop-history books such as Michael Pollan's *The Botany of Desire* and Eric Schlosser's *Fast Food Nation*—but has a unique style that blends such histories with narrative illustration and influences from Norman Rockwell to Art Spiegelman.

"By following Asa Candler's life, readers have a unique opportunity to visit Atlanta during one of the most critical times in its development, and to see it through the eyes of one of Atlanta's "movers and shakers."--BOOK JACKET.

A deeply reported, New York Times bestselling exposé of the money and the clerics-turned-financiers at the heart of the Vatican—the world's biggest, most powerful religious institution—from an acclaimed journalist with "exhaustive research techniques" (*The New York Times*). From a master chronicler of legal and financial misconduct, a magnificent investigation nine years in the making, *God's Bankers* traces the political intrigue of the Catholic Church in "a meticulous work that cracks wide open the Vatican's legendary, enabling secrecy" (*Kirkus Reviews*). Decidedly not about faith, belief in God, or religious doctrine, this book is about the church's accumulation of wealth and its byzantine financial entanglements across the world. Told through 200 years of prelates, bishops, cardinals, and the Popes who oversee it all, Gerald Posner uncovers an eyebrow-raising account of money and power in one of the world's most influential organizations. *God's Bankers* has it all: a revelatory and astounding saga marked by poisoned business titans, murdered prosecutors, and mysterious deaths written off as suicides; a carnival of characters from Popes and cardinals, financiers and mobsters, kings and prime ministers; and a set of moral and political circumstances that clarify not only the church's aims and ambitions, but reflect the larger tensions of more recent history. And Posner even looks to the future to surmise if Pope Francis can succeed where all his predecessors failed: to overcome the resistance to change in the Vatican's Machiavellian inner court and to rein in the excesses of its seemingly uncontrollable financial quagmire. "As exciting as a mystery thriller" (*Providence Journal*), this book reveals with extraordinary precision how the Vatican has evolved from a foundation of faith to a corporation of extreme wealth and power.

"Citizen Coke demonstrate[s] a complete lack of understanding about . . . the Coca-Cola system—past and present." —Ted Ryan, the Coca-Cola Company How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to Coke's success was its strategy, from the start, to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke through its ingredients, showing how the company secured massive quantities of coca leaf, caffeine, sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and "boss" Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe. But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke's recent public investments in water purification infrastructure, especially in Africa, it has also built—less publicly—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. Citizen Coke became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

A lavishly illustrated history of coca wine and the revolutionary advertising methods that made it a world-wide success • Follows 19th-century pharmacist Angelo Mariani's interest in coca from medical uses to the development and healing effects of his world-famous coca wine, Vin Mariani • Explores the botany of coca, how it differs from cocaine, its traditional uses, and early scientific studies on coca from doctors, including Sigmund Freud • Examines Mariani's highly successful international advertising campaigns, the first to use celebrity endorsements, including testimonies from Pope Benedict XV, Sarah Bernhardt, Thomas Edison, Jules Verne, H. G. Wells, William McKinley, Emile Zola, and Alphonse Mucha One of the oldest and most potent natural stimulants, the leaves of the coca plant are the organic source from which cocaine is synthesized. Fresh coca leaves and products made from them have verified medicinal and healing properties--and not the same addictive qualities or negative side effects as cocaine. In the late 19th century coca products became hugely successful in Europe and the United States. The most famous was Vin Mariani, a coca-based tonic wine developed by Corsican pharmacist Angelo Mariani (1838-1914). Many celebrities sang its praises, including Pope Benedict XV, Sarah Bernhardt, Thomas Edison, H. G. Wells, William McKinley, Emile Zola, and the doctors of Ulysses S. Grant, who credited Vin Mariani with giving him the strength to finish his memoirs before his death. In this full-color illustrated history of coca wine, the first of its kind, author Aymon de Lestrang follows Mariani's interest in coca from its medicinal applications to the creation of the tonic wine. The author explores the botany of coca, how it differs from cocaine, its traditional use in pre-Columbian America, and scientific studies on coca from the 17th through 19th centuries, including from Sigmund Freud, who was a known user. He describes the introduction of coca in the U.S. and France and the many coca preparations then available at drugstores. He also studies the introduction of cocaine in these two countries and the prohibition laws that followed. Aymon de Lestrang demonstrates how Mariani became, in many ways, the father of modern advertising with

his highly successful advertising campaigns. He includes vivid reproductions of Mariani's advertisements, many not seen since their original publication in the late 19th and early 20th centuries, and shows how Mariani commissioned the top writers and artists of the day, such as Jules Chéret and Alphonse Mucha, to produce works celebrating coca wine. The author reveals how Vin Mariani was the forerunner of Coca-Cola, which clearly plagiarized not only Mariani's product but also his advertising methods. Looking to the future of coca, the author shows how it has gained renewed interest in the scientific community for its therapeutic and nutritional properties and in the spiritual community, which is seeking to rehabilitate the reputation of coca, the sacred plant of the Incas.

In his blistering new novel, Cormac McCarthy returns to the Texas-Mexico border, setting of his famed Border Trilogy. The time is our own, when rustlers have given way to drug-runners and small towns have become free-fire zones. One day, a good old boy named Llewellyn Moss finds a pickup truck surrounded by a bodyguard of dead men. A load of heroin and two million dollars in cash are still in the back. When Moss takes the money, he sets off a chain reaction of catastrophic violence that not even the law—in the person of aging, disillusioned Sheriff Bell—can contain. As Moss tries to evade his pursuers—in particular a mysterious mastermind who flips coins for human lives—McCarthy simultaneously strips down the American crime novel and broadens its concerns to encompass themes as ancient as the Bible and as bloodily contemporary as this morning's headlines. *No Country for Old Men* is a triumph.

*Double Blind* follows three close friends and their circle through a year of extraordinary transformation. Set between London, Cap d'Antibes, Big Sur, and a rewilded corner of Sussex, this thrilling, ambitious novel is about the headlong pursuit of knowledge—for the purposes of pleasure, revelation, money, sanity, or survival—and the consequences of fleeing from what we know about others and ourselves. When Olivia meets a new lover just as she is welcoming her best friend, Lucy, back from New York, her dedicated academic life expands precipitously. Her connection to Francis, a committed naturalist living off the grid, is immediate and startling. Eager to involve Lucy in her joy, Olivia introduces the two—but Lucy has received shocking news of her own that binds the trio unusually close. Over the months that follow, Lucy's boss, Hunter, Olivia's psychoanalyst parents, and a young man named Sebastian are pulled into the friends' orbit, and not one of them will emerge unchanged. Expansive, playful, and compassionate, Edward St. Aubyn's *Double Blind* investigates themes of inheritance, determinism, freedom, consciousness, and the stories we tell about ourselves. St. Aubyn's major new novel is as compelling about ecology, psychoanalysis, genetics, and neuroscience as it is about love, fear, and courage. Most of all, it is a perfect expression of the interconnections it sets out to examine, and a moving evocation of an imagined world that is deeply intelligent, often tender, curious, and very much alive.

*For God, Country and Coca-Cola* is the unauthorized history of the great American soft drink and the company that makes it. From its origins as a patent medicine in Reconstruction Atlanta through its rise as the dominant consumer beverage of the American century, the story of Coke is as unique, tasty, and effervescent as the drink itself. With vivid portraits of the entrepreneurs who founded the company—and of the colorful cast of hustlers, swindlers, ad men, and con men who have made Coca-Cola the most recognized trademark in the world—this is business history at its best: in fact, "The Real Thing."

An effervescent exploration of the global history and myriad symbolic meanings of carbonated beverages. More than eighty years before the invention of Coca-Cola, sweet carbonated drinks became popular around the world, provoking arguments remarkably similar to those they prompt today. Are they medicinally, morally, culturally, or nutritionally good or bad? Seemingly since their invention, they have been loved—and hated—for being cold or sweet or fizzy or stimulating. Many of their flavors are international: lemon and ginger were more popular than cola until about 1920. Some are local: tarragon in Russia, cucumber in New York, red bean in Japan, and chinotto (exceedingly bitter orange) in Italy. This book looks not only at how something made from water, sugar, and soda became big business, but also how it became deeply important to people—for fizzy drinks' symbolic meanings are far more complex than the water, gas, and sugar from which they are made.

INTERNATIONAL BESTSELLER • A contemporary literary classic and "an accomplished psychological thriller ... absolutely chilling" (Village Voice), from the Pulitzer Prize-winning author of *The Goldfinch*. Under the influence of their charismatic classics professor, a group of clever, eccentric misfits at an elite New England college discover a way of thinking and living that is a world away from the humdrum existence of their contemporaries. But when they go beyond the boundaries of normal morality their lives are changed profoundly and forever, and they discover how hard it can be to truly live and how easy it is to kill.

Reinhold Wagnleitner argues that cultural propaganda played an enormous part in integrating Austrians and other Europeans into the American sphere during the Cold War. In *Coca-Colonization and the Cold War*, he shows that 'Americanization' was the result not only of market forces and consumerism but also of systematic planning on the part of the United States. Wagnleitner traces the intimate relationship between the political and economic reconstruction of a democratic Austria and the parallel process of cultural assimilation. Initially, U.S. cultural programs had been developed to impress Europeans with the achievements of American high culture. However, popular culture was more readily accepted, at least among the young, who were the primary target group of the propaganda campaign. The prevalence of Coca-Cola and rock 'n' roll are just two examples addressed by Wagnleitner. Soon, the cultural hegemony of the United States became visible in nearly all quarters of Austrian life: the press, advertising, comics, literature, education, radio, music, theater, and fashion. Hollywood proved particularly effective in spreading American cultural ideals. For Europeans, says Wagnleitner, the result was a second discovery of America. This book is a translation of the Austrian edition, published in 1991, which won the Ludwig Jedlicka Memorial Prize.

Twenty miles south of the Arizona-Mexico border, the rugged, beautiful Sierra Madre mountains begin their dramatic ascent. Almost 900 miles long, the range climbs to nearly 11,000 feet and boasts several canyons deeper than the Grand Canyon. The rules of law and society have never taken hold in the Sierra Madre, which is home to bandits, drug smugglers, Mormons, cave-dwelling Tarahumara Indians, opium farmers, cowboys, and other assorted outcasts. Outsiders are not welcome; drugs are the primary source of income; murder is all but a regional pastime. The Mexican army occasionally goes in to burn marijuana and opium crops -- the modern treasure of the Sierra Madre -- but otherwise the government stays away. In its stead are the drug lords, who have made it one of the biggest drug-producing areas in the world. Fifteen years ago, journalist Richard Grant developed what he calls "an unfortunate fascination" with this lawless place. Locals warned that he would meet his death there, but he didn't believe them -- until his last trip. During his travels Grant visited a folk healer for his insomnia and was prescribed rattlesnake pills, attended bizarre religious rituals, consorted with cocaine-snorting policemen, taught English to Guarijio Indians, and dug for buried treasure. On his

last visit, his reckless adventure spiraled into his own personal heart of darkness when cocaine-fueled Mexican hillbillies hunted him through the woods all night, bent on killing him for sport. With gorgeous detail, fascinating insight, and an undercurrent of dark humor, *God's Middle Finger* brings to vivid life a truly unique and uncharted world.

Winner of the 2004 Man Booker Prize and a finalist for the Lambda Literary Award and the NBCC award. From Alan Hollinghurst, the acclaimed author of *The Sparsholt Affair*, *The Line of Beauty* is a sweeping novel about class, sex, and money during four extraordinary years of change and tragedy. In the summer of 1983, twenty-year-old Nick Guest moves into an attic room in the Notting Hill home of the Feddens: conservative Member of Parliament Gerald, his wealthy wife Rachel, and their two children, Toby-whom Nick had idolized at Oxford-and Catherine, who is highly critical of her family's assumptions and ambitions. As the boom years of the eighties unfold, Nick, an innocent in the world of politics and money, finds his life altered by the rising fortunes of this glamorous family. His two vividly contrasting love affairs, one with a young black clerk and one with a Lebanese millionaire, dramatize the dangers and rewards of his own private pursuit of beauty, a pursuit as compelling to Nick as the desire for power and riches among his friends. Richly textured, emotionally charged, disarmingly comic, this is a major work by one of our finest writers.

**COLLECTORS INVENTORY LOG JOURNAL**The perfect book to write details of what you have in your collection. We designed this inventory logging journal so Coca-Cola collectors can easily document their collections as they grow, gain value, and evolve. This is a valuable tool to help you keep track of your collection.

"Expert advice from Coca-Cola's vice president of Innovation and Entrepreneurship: Learn how Coca-Cola uses design to grow its business by combining the advantages of scale with the agility to respond to fast-changing market conditions. In today's world, every company is at risk of having a "Kodak Moment"--Watching its industry and the competitive advantages it has developed over years, even decades, vanish overnight. The reason? An inability to adapt quickly to new business realities. Established companies are at risk, but it's no easier being an agile startup, because most of those fail due to their inability to scale. Tomorrow's business winners--regardless of size or industry--will be the ones that know how to combine scale with agility. In *Design to Grow*, a Coca-Cola senior executive shares both the successes and failures of one of the world's largest companies as it learns to use design to be both agile and big. In this rare and unprecedented behind-the-scenes look, David Butler and senior Fast Company editor, Linda Tischler, use plain language and easy-to-understand case studies to show how this works at Coca-Cola--and how other companies can use the same approach to grow their business. This book is a must-read for managers inside large corporations as well as entrepreneurs just getting started"--

Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."

In 2010, a nineteen-year-old super-fan rushed the stage during a Lamb of God concert in Prague. To protect himself, singer Randy Blythe pushed the fan away. Unbeknownst to Blythe, the young man hit his head on the floor when he fell and later died from the injury. Blythe was promptly incarcerated on charges carrying a prison term of five to ten years. Thirty-seven days later, he was released on bail to await trial. Although legal experts told him not to return to the Czech Republic to face the charges, Blythe explained that he "could not run away from this problem while the grieving family of a dead young man searched hopelessly for answers that [he] might help provide." After a five-day trial, he was acquitted on March 5, 2013. In *Dark Days*, Blythe tells the story of his incarceration and the wild life that led up to it. As he explains, "Most substance abuse books end with the author getting sober. My book starts there."

This remarkable compilation gives readers portions of every address Bush has given in public life about faith in God, his commitment to life and freedom, patriotism, and his hope in the American people.

Mark Pendergrast's history is a microcosm of American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is today 99 per-cent sugar water, the world's most distributed product, available in over 185 countries, more than the membership of the United Nations.

A history of Coca-Cola which in turn reflects American enterprise. Invented as a patent medicine with a cocaine kick, Coca-Cola is now 99 per cent sugar water, the world's most distributed product, available in over 185 countries and a far cry from its chance invention by a morphine addict.

For decades, the West has been fighting the cocaine cartels-and losing- until the president decides enough is enough and asks one man to take charge. His task: to destroy the cocaine industry. His name: Cobra. It is the ultimate secret war. But only one side can win...

'I doubt whether any book of greater importance will be published in 1997.' Anthony Storr, *The Times*.

From its invention as a cocaine-laced patent medicine in the Gilded Age to its globe-drenching ubiquity as the ultimate symbol of consumer capitalism in the twenty-first century, Coca-Cola's dramatic history unfolds as the ultimate business saga. In this fully revised and expanded edition of *For God, Country & Coca-Cola*, Mark Pendergrast looks at America's cultural, social, and economic history through the bottom of a green glass Coke bottle and tells the captivating story of the world's most recognizable consumer product.

The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets(Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

Special edition slipcase edition of John Green's *Paper Towns*, with pop-up paper town. From the bestselling author of *The Fault in our Stars*. Quentin Jacobsen has always loved Margo Roth Spiegelman, for Margo (and her adventures) are the stuff of legend at their high school. So when she one day climbs through his window and summons him on an all-night road trip of revenge he cannot help but follow. But the next day Margo doesn't come to school and a week later she is still missing. Q soon learns that there are clues in her disappearance . . . and they are for him. But as he gets deeper into the mystery - culminating in another awesome road trip across America - he becomes less sure of

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who and what he is looking for. Masterfully written by John Green, this is a thoughtful, insightful and hilarious coming-of-age story. This advertising art history of the Coca-Cola Company, from pin-up girls to Hollywood celebrities to Santa Claus, is traced in this first-ever art book licensed for publication by the Coca-Cola Company. This hardcover edition includes an embossed jacket and 500 color illustrations. Everything has a price. In the kingdom of Axaria, a darkness has fallen. After defeating the evil mother who summoned an immortal demon to kill her, newly coronated Queen Asterin Faelenhart should have every reason to celebrate. Her kingdom is safe, forbidden magic eradicated, and her friends are alive. Except Asterin's triumph has come at a devastating cost—forced to choose between a lifelong friend and true love, she's lost both. But the shadows in Axaria have begun to stir once again, and no one is more starved for vengeance than Asterin ... Yet it soon becomes clear that the shadows plaguing her kingdom are just the beginning. Another realm coexists with the mortal world—the beautiful, nightmarish Immortal Realm ruled by the wicked God of Shadow, King Eoin. When their paths entwine, Asterin realizes that Eoin possesses exactly what—and who—she seeks most. And the fates of all those that she holds dear—Orion, her missing Guardian; Luna, the friend she could not save; Harry, the demon who saved them all; and Quinlan, her beloved broken prince—ultimately rest in the god's hands. But in a world of magic, not everyone is always as they seem. When shocking discoveries threaten everything and everyone that Asterin has sworn her life to protect, she won't be the only person forced to make a choice ... a choice that will change the mortal world forever. And maybe even destroy it.

**#1 NEW YORK TIMES BESTSELLER • Discover the life-changing memoir that has inspired millions of readers through the Academy Award®-winning actor's unflinching honesty, unconventional wisdom, and lessons learned the hard way about living with greater satisfaction. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE GUARDIAN**

"McConaughey's book invites us to grapple with the lessons of his life as he did—and to see that the point was never to win, but to understand."—Mark Manson, author of *The Subtle Art of Not Giving a F\*ck* I've been in this life for fifty years, been trying to work out its riddle for forty-two, and been keeping diaries of clues to that riddle for the last thirty-five. Notes about successes and failures, joys and sorrows, things that made me marvel, and things that made me laugh out loud. How to be fair. How to have less stress. How to have fun. How to hurt people less. How to get hurt less. How to be a good man. How to have meaning in life. How to be more me. Recently, I worked up the courage to sit down with those diaries. I found stories I experienced, lessons I learned and forgot, poems, prayers, prescriptions, beliefs about what matters, some great photographs, and a whole bunch of bumper stickers. I found a reliable theme, an approach to living that gave me more satisfaction, at the time, and still: If you know how, and when, to deal with life's challenges—how to get relative with the inevitable—you can enjoy a state of success I call "catching greenlights." So I took a one-way ticket to the desert and wrote this book: an album, a record, a story of my life so far. This is fifty years of my sights and seens, felts and figured-outs, cools and shamefuls. Graces, truths, and beauties of brutality. Getting away withs, getting caughts, and getting wets while trying to dance between the raindrops. Hopefully, it's medicine that tastes good, a couple of aspirin instead of the infirmary, a spaceship to Mars without needing your pilot's license, going to church without having to be born again, and laughing through the tears. It's a love letter. To life. It's also a guide to catching more greenlights—and to realizing that the yellows and reds eventually turn green too. Good luck.

"Hart's argument that we need to drastically revise our current view of illegal drugs is both powerful and timely . . . when it comes to the legacy of this country's war on drugs, we should all share his outrage." —The New York Times Book Review

From one of the world's foremost experts on the subject, a powerful argument that the greatest damage from drugs flows from their being illegal, and a hopeful reckoning with the possibility of their use as part of a responsible and happy life

Dr. Carl L. Hart, Ziff Professor at Columbia University and former chair of the Department of Psychology, is one of the world's preeminent experts on the effects of so-called recreational drugs on the human mind and body. Dr. Hart is open about the fact that he uses drugs himself, in a happy balance with the rest of his full and productive life as a researcher and professor, husband, father, and friend. In *Drug Use for Grown-Ups*, he draws on decades of research and his own personal experience to argue definitively that the criminalization and demonization of drug use—not drugs themselves—have been a tremendous scourge on America, not least in reinforcing this country's enduring structural racism. Dr. Hart did not always have this view. He came of age in one of Miami's most troubled neighborhoods at a time when many ills were being laid at the door of crack cocaine. His initial work as a researcher was aimed at proving that drug use caused bad outcomes. But one problem kept cropping up: the evidence from his research did not support his hypothesis. From inside the massively well-funded research arm of the American war on drugs, he saw how the facts did not support the ideology. The truth was dismissed and distorted in order to keep fear and outrage stoked, the funds rolling in, and Black and brown bodies behind bars. *Drug Use for Grown-Ups* will be controversial, to be sure: the propaganda war, Dr. Hart argues, has been tremendously effective. Imagine if the only subject of any discussion about driving automobiles was fatal car crashes. *Drug Use for Grown-Ups* offers a radically different vision: when used responsibly, drugs can enrich and enhance our lives. We have a long way to go, but the vital conversation this book will generate is an extraordinarily important step.

This book explores globalization through a historical and anthropological study of how familiar soft drinks such as Coke and Pepsi became valued as more than mere commodities. Foster discusses the transnational operations of soft drink companies and, in particular, the marketing of soft drinks in Papua New Guinea, a country only recently opened up to the flow of brand name consumer goods. Based on field observations and interviews, as well as archival and library research, this book is of interest to anyone concerned about the cultural consequences and political prospects of globalization, including new forms of consumer citizenship and corporate social responsibility.

Uncovering family tensions and questionable tactics, this unauthorized history traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today

From a Pulitzer Prize-winning investigative reporter at The New York Times comes the troubling story of the rise of the processed food industry -- and how it used salt, sugar, and fat to addict us. *Salt Sugar Fat* is a journey into the highly secretive world of the processed food giants, and the story of how they have deployed these three essential ingredients, over the past five decades, to dominate the North American diet. This is an eye-opening book that demonstrates how the

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makers of these foods have chosen, time and again, to double down on their efforts to increase consumption and profits, gambling that consumers and regulators would never figure them out. With meticulous original reporting, access to confidential files and memos, and numerous sources from deep inside the industry, it shows how these companies have pushed ahead, despite their own misgivings (never aired publicly). Salt Sugar Fat is the story of how we got here, and it will hold the food giants accountable for the social costs that keep climbing even as some of the industry's own say, "Enough already."

**SERIES PREMIERE.** Emmet Quinlan, an old widower rattled by dementia, isn't just a problem for his children—his violent outbursts are more than the local cops can handle. When a tornado levels his home as well as the surrounding West Texas town restored Quinlan rises from the wreckage. The enchanted sword at the eye of the storm gives him more than a sound mind and body, however. He's now the only man who can face the otherworldly creatures the sword has drawn down to the Lone Star State... "So much fun to watch creators find that next level. Go, Cates, go!" **BRIAN MICHAEL BENDIS**

For God, Country, and Coca-Cola Basic Books

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